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MKTG 366.02: Marketing Research

Brumby McLeod

University of Montana - Missoula

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Course Information

Course: MKTG 366, Marketing Research, Autumn Semester 2002
Room: GBB L13
Section 01: Monday, Wednesday, Friday / 11:10-12:00
Section 02: Monday, Wednesday, Friday / 12:10-1:00

Instructor Information

Instructor: Mr. Brumby McLeod, MBA
Room: GBB 337
Phone: 406.243.6197
Fax: 406.243.2043
Email: brumby.mcleod@business.umn.edu
Website: www.business.umn.edu/faculty/mcleod
Office Hours: Monday and Wednesday / 2:00-5:00 PM

Required Text

Churchill, Jr., Gilbert A. *Basic Marketing Research. Fourth Edition.*

Course Overview

- I. Introduction to Marketing Research and Problem Definition
- II. Research Design
- III. Data Collection Methods
- IV. Data Collection Forms
- V. Sampling and Data Collection
- VI. Data Analysis
- VII. Research Reports

Objectives

This course provides an introduction to marketing research. It is an undergraduate course. The text book and the course parallel the steps of the research process. The course requires that the student be prepared for class by reading and answering the assigned review questions. Exercises and quizzes will be used to improve understanding and prepare for the writing assignments and the cumulative final.

Course Requirements

Seven Exercise/Quizzes	35%
Three Writing Assignments	45%
A Final Exam	20%

Exercises/Quizzes

The seven exercises/quizzes will consist of homework, pop quizzes, mini-tests, and class assignments. The quizzes are your class participation and class preparation grade. In addition, these exercises/quizzes are used to comprise a major portion of the cumulative final exam. The two lowest will be dropped; this will account for absences, lack of preparation, illness, etc. There are no make-ups or retakes given for missed or failed quizzes.

Writing Assignments

The three writing assignments are individual papers limited to 5 pages each. Each is worth 15% of your grade. The guidelines of the writing assignment will be presented when the first writing assignment is announced.

Final Exam

The only exam given is a cumulative final. It is comprised of multiple choice questions, fill in the blank sentences, and short answer questions from the material covered during the entire semester.

General

You are encouraged to discuss your work and progress with me in order to discuss specific problem areas, to further clarify material, or to provide you with more concrete suggestions on how to improve your performance. In regard to the schedule on the following page, please note that the reading and review questions should be completed prior to attending class.

<u>Date</u>	<u>Day</u>	<u>Part</u>	<u>Reading</u>	<u>Review Questions</u>	<u>Lecture Topics</u>
09/04/02	W				Introduction to Marketing Research
09/06/02	F	I	Ch. 1	1, 2	Role of Marketing Research
09/09/02	M	I	Ch. 2		Gathering Market Intelligence
09/11/02	W	I	Ch. 3		Process of Marketing Research
09/13/02	F	I	Ch. 3a		Ethics
09/16/02	M	I	Ch. 4		Problem Formulation
09/18/02	W				Exercise/Quiz #1
09/20/02	F	II	Ch. 5		Types of Research Design and Exploratory Research
09/23/02	M	II	Ch. 6		Descriptive and Causal Research Design
09/25/02	W	III	Ch. 7,7a		Secondary Data and Appendix
09/27/02	F	III	Ch. 8		Standardized Marketing Information Services
09/30/02	M				Writing Assignment #1 Due
10/02/02	W	III	Ch. 9		Collecting Primary Data
10/04/02	F	III	Ch. 10		Collecting Information by Questionnaire
10/07/02	M	III	Ch. 11		Collecting Information by Observation
10/09/02	W				Exercise/Quiz #2
10/11/02	F	IV	Ch. 12		Designing the Questionnaire or Observation Form
10/14/02	M	IV	Ch. 13		Measurement Basics
10/16/02	W	IV	Ch. 14		Measuring Attitudes, Perceptions, and Preferences
10/18/02	F				Exercise/Quiz #3
10/21/02	M	V	Ch. 15		Types of Samples and Simple Random Sampling
10/23/02	W	V			Exercise/Quiz #4
10/25/02	F	V	Ch. 16		Stratified and Cluster Sampling
10/28/02	M	V	Ch. 17		Sample Size
10/30/02	W	V	Ch. 18		Collecting the Data
11/01/02	F	V			Written Assignment #2 Due
11/04/02	M	VI	Ch. 19		Data Analysis: Preliminary Steps
11/06/02	W	VI	Ch. 19a		Hypothesis Testing
11/08/02	F	VI			Exercise/Quiz #5
11/11/02	M	VI			Holiday, Veterans Day
11/13/02	W	VI	Ch. 20		Data Analysis: Examining Differences
11/15/02	F	VI			Data Analysis: Examining Differences
11/18/02	M	VI			Analysis of Variance
11/20/02	W				Data Analysis: Investigating Associations
11/22/02	F	VI	Ch. 21		Nonparametric Measures of Association
11/25/02	M	VI			Written Assignment #3 Due
11/27/02	W				Holiday, Thanksgiving Break
11/29/02	F				Holiday, Thanksgiving Break
12/02/02	M		Ch. 21a		Nonparametric Measures of Association
12/04/02	W				Exercise/Quiz #6
12/06/02	F	VII	Ch. 22		The Written Research Report
12/09/02	M	VII	Ch. 23		The Oral Research Report
12/11/02	W				Exercise/Quiz #7
12/13/02	F				Review for Finals
12/17/02	T				Section 1 8:00 – 10:00 AM
12/18/02	W				Section 2 8:00 – 10:00 AM